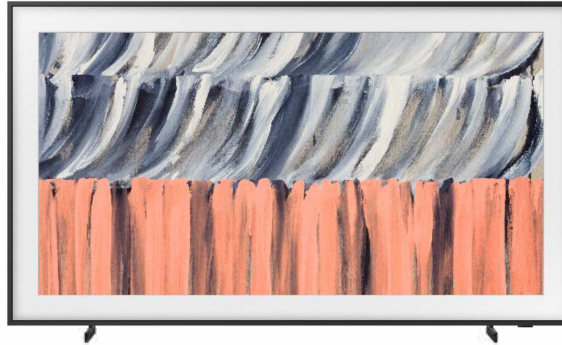


SAMSUNG

The Frame 4K Samsung Vision AI Smart TV (2026)

The answer to your artistic style



43", 55", 65", 75", 85", 98"

Top Features

Modern Frame Design with Built-In Solution

With a sleek, modern design, The Frame is a masterpiece in itself. Designed to sit flush to the wall & created with a built-in connection solution. It's never been easier to keep your space looking minimalist¹

Ask your companion. Samsung Vision AI is here

Getting help from Samsung Vision AI Companion has never been easier. Responses come instantly with related video/image options to choose from, making your discovery richer and more personalised than any other AI assistant on your TV²

For art almost as real as the canvas with QLED, enhanced by Certified Glare Free

The Frame delivers exceptional picture quality and lifelike colour with PANTONE Validated[®] certification. Powered by our most advanced Glare Free technology, it is designed to reduce reflections, even in bright indoor lighting. Combined with QLED, it helps ensure stunning clarity and gallery-like art quality, so virtually every image looks focused, immersive, and beautifully true to life³

Transforms your TV into an Art Gallery

Transform The Frame into art when you're not watching TV. Pick your masterpiece from Samsung Art Store's curated collection of over 5,000+ world famous artworks⁴

¹ Compared to traditional TVs. Built in Solution designed for house with dry walls. Requires drilling holes into wall. Not compatible with Wireless One Connect

² Information based on Samsung TV Plus channels only. Provides AI created content, with accuracy not guaranteed. Not all accents, dialects, and expressions are recognised. Availability of features may vary. Available on 2025 Q7F and above, and 2026 TVs.

³ The LS03HE meets the requirements of PANTONE[®] Validated. Certificate dated 20/02/2026. Picture quality may vary depending on quality and resolution of source content and viewing conditions. Screen image simulated for illustrative purposes. The LS03HE has been independently verified as Glare Free: Reflection Glare UGR <10, Discomfort Glare UGR <22, Disability Glare UGR <34 by UL LLC. (UL Solutions), Certificate Number: V166045 - Exp. 31/12/2026.

⁴ Stream complimentary curated art or additional artworks available via subscription. Internet connection required.

		43"	55"	65"	75"	85"	98"	
Smart Service	Far-Field Voice Interaction	N/A	N/A	N/A	N/A	N/A	N/A	
	Built-in Voice Assistant	Alexa	Alexa	Alexa	Alexa	Alexa	Alexa	
	Works with AI Speaker	Alexa, Google Assistant	Alexa, Google Assistant	Alexa, Google Assistant	Alexa, Google Assistant	Alexa, Google Assistant	Alexa, Google Assistant	
	Operating System	Tizen™ Smart TV	Tizen™ Smart TV	Tizen™ Smart TV	Tizen™ Smart TV	Tizen™ Smart TV	Tizen™ Smart TV	
	Bixby	Yes	Yes	Yes	Yes	Yes	Yes	
	Samsung TV Plus	Yes	Yes	Yes	Yes	Yes	Yes	
	Web Browser	Yes	Yes	Yes	Yes	Yes	Yes	
	SmartThings Hub / Matter Hub / IoT-Sensor Functionality / Quick Remote Universal Guide	Yes	Yes	Yes	Yes	Yes	Yes	
		Yes	N/A	N/A	N/A	N/A	Yes	
Smart Feature	Multi Device Experience	Mobile to TV, TV initiate mirroring, Sound Mirroring, Wireless TV On	Mobile to TV, TV initiate mirroring, Sound Mirroring, Wireless TV On	Mobile to TV, TV initiate mirroring, Sound Mirroring, Wireless TV On	Mobile to TV, TV initiate mirroring, Sound Mirroring, Wireless TV On	Mobile to TV, TV initiate mirroring, Sound Mirroring, Wireless TV On	Mobile to TV, TV initiate mirroring, Sound Mirroring, Wireless TV On	
	Multi-View	Up to 2 videos	Up to 2 videos	Up to 2 videos	Up to 2 videos	Up to 2 videos	Up to 2 videos	
	Apple AirPlay 2	Yes	Yes	Yes	Yes	Yes	Yes	
	Daily+	Yes	Yes	Yes	Yes	Yes	Yes	
	Now brief	N/A	N/A	N/A	N/A	N/A	N/A	
	Storage Share	Yes	Yes	Yes	Yes	Yes	Yes	
	Vision AI Companion	Yes (AU, VN, TH, MM, KH, LA, PH, SG)	Yes (AU, VN, TH, MM, KH, LA, PH, SG)	Yes (AU, VN, TH, MM, KH, LA, PH, SG)	Yes (AU, VN, TH, MM, KH, LA, PH, SG)	Yes (AU, VN, TH, MM, KH, LA, PH, SG)	Yes (AU, VN, TH, MM, KH, LA, PH, SG)	
	Generative Wallpaper	Yes	Yes	Yes	Yes	Yes	Yes	
	Karaoke Mic	Yes	Yes	Yes	Yes	Yes	Yes	
	Google Cast	Yes	Yes	Yes	Yes	N/A	N/A	
	Soccer / Football Mode	AI Soccer / Football Mode	AI Soccer / Football Mode	AI Soccer / Football Mode	AI Soccer / Football Mode	AI Soccer / Football Mode	AI Soccer / Football Mode	
	Game Feature	Auto Game Mode (ALLM)	Yes	Yes	Yes	Yes	Yes	Yes
		Game Motion Plus	Yes	Yes	Yes	Yes	Yes	Yes
VRR		Yes	Yes	Yes	Yes	Yes	Yes	
Dynamic Black EQ		Yes	Yes	Yes	Yes	Yes	Yes	
Surround Sound		Yes	Yes	Yes	Yes	Yes	Yes	
Ultra Wide Game View		Yes	Yes	Yes	Yes	Yes	Yes	
Game Bar		Yes	Yes	Yes	Yes	Yes	Yes	
MiniMap Zoom		Yes	Yes	Yes	Yes	Yes	Yes	
Hue Sync		Yes	Yes	Yes	Yes	Yes	Yes	
FreeSync		N/A	FreeSync Premium	FreeSync Premium	FreeSync Premium	FreeSync Premium	FreeSync Premium	
G-SYNC		N/A	N/A	N/A	N/A	N/A	N/A	
HGIG		Yes	Yes	Yes	Yes	Yes	Yes	
Gaming Hub		Yes (KR, US, CA, BR, GB, FR, DE, IT, ES, MX, AU)	Yes (KR, US, CA, BR, GB, FR, DE, IT, ES, MX, AU)	Yes (KR, US, CA, BR, GB, FR, DE, IT, ES, MX, AU)	Yes (KR, US, CA, BR, GB, FR, DE, IT, ES, MX, AU)	Yes (KR, US, CA, BR, GB, FR, DE, IT, ES, MX, AU)	Yes (KR, US, CA, BR, GB, FR, DE, IT, ES, MX, AU)	
AI Auto Game Mode	Yes	Yes	Yes	Yes	Yes	Yes		

		43"	55"	65"	75"	85"	98"
Accessibility	Auto Description	Yes	Yes	Yes	Yes	Yes	Yes
	High Contrast	Yes	Yes	Yes	Yes	Yes	Yes
	Zoom Menu and Text	Yes	Yes	Yes	Yes	Yes	Yes
	SeeColours	Yes	Yes	Yes	Yes	Yes	Yes
	Colours Inversion	Yes	Yes	Yes	Yes	Yes	Yes
	Grayscale	Yes	Yes	Yes	Yes	Yes	Yes
	Auto Picture Off	Yes	Yes	Yes	Yes	Yes	Yes
	Magnification	Yes	Yes	Yes	Yes	Yes	Yes
	Relumino	Yes	Yes	Yes	Yes	Yes	Yes
	Audio Subtitles	Yes	Yes	Yes	Yes	Yes	Yes
	Audio Phone Number	Yes	Yes	Yes	Yes	Yes	Yes
	Closed Caption (Subtitle)	Yes	Yes	Yes	Yes	Yes	Yes
	Multi-output Audio	Yes	Yes	Yes	Yes	Yes	Yes
	Sign Language Zoom	Yes	Yes	Yes	Yes	Yes	Yes
	Caption Position	N/A	N/A	N/A	N/A	N/A	N/A
	Separate Closed Caption	N/A	N/A	N/A	N/A	N/A	N/A
	Slow Button Repeat	Yes	Yes	Yes	Yes	Yes	Yes
	Learn TV Remote	Yes	Yes	Yes	Yes	Yes	Yes
	Learn Menu Screen	Yes	Yes	Yes	Yes	Yes	Yes
	Accessibility Shortcuts Edit	Yes	Yes	Yes	Yes	Yes	Yes
Auto Menu Sort	Yes	Yes	Yes	Yes	Yes	Yes	
Sensory-friendly Mode	N/A	N/A	N/A	N/A	N/A	N/A	
Voice Guide	Chinese (China),English (Australia),French (France),German (Germany),Italian (Italy),Korean (Korea),Malay (Malaysia),Spanish (Spain)	Chinese (China),English (Australia),French (France),German (Germany),Italian (Italy),Korean (Korea),Malay (Malaysia),Spanish (Spain)	Chinese (China),English (Australia),French (France),German (Germany),Italian (Italy),Korean (Korea),Malay (Malaysia),Spanish (Spain)	Chinese (China),English (Australia),French (France),German (Germany),Italian (Italy),Korean (Korea),Malay (Malaysia),Spanish (Spain)	Chinese (China),English (Australia),French (France),German (Germany),Italian (Italy),Korean (Korea),Malay (Malaysia),Spanish (Spain)	Chinese (China),English (Australia),French (France),German (Germany),Italian (Italy),Korean (Korea),Malay (Malaysia),Spanish (Spain)	Chinese (China),English (Australia),French (France),German (Germany),Italian (Italy),Korean (Korea),Malay (Malaysia),Spanish (Spain)
Power & Eco Solution	Power Supply	AC220-240V~ 50/60Hz	AC220-240V~ 50/60Hz	AC220-240V~ 50/60Hz	AC220-240V~ 50/60Hz	AC220-240V~ 50/60Hz	AC220-240V~ 50/60Hz
	Power Consumption (Max)	135W	170W	250W	300W	330W	350W
	Power Consumption (Stand-by)	0.5W	0.5W	0.5W	0.5W	0.5W	0.5W
	Power Consumption (Energy Saving Mode)	N/A	N/A	N/A	N/A	N/A	N/A
	Power Consumption (Typical)	69.0W	111.0W	147.0W	175.0W	208.0W	202.0W
	Yearly Power Consumption (EU standard)	255kWh	405kWh	540kWh	642kWh	762kWh	740kWh
	Auto Power Saving	Yes	Yes	Yes	Yes	Yes	Yes
	Auto Power Off	Yes	Yes	Yes	Yes	Yes	Yes
	Eco Sensor	Yes	Yes	Yes	Yes	Yes	Yes
	Energy Efficiency Class	4	4	4	4.5	5	6

